

5-16-2019

Advancement & Communications Committee Meeting - Packet 05/16/2019

UC Hastings Board of Directors

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HASTINGS
COLLEGE
OF THE LAW

**ADVANCEMENT AND
COMMUNICATIONS COMMITTEE
MEETING**

May 16, 2019



NOTICE OF MEETING

The Advancement and Communications Committee of the University of California Hastings College of the Law Board of Directors will meet on Thursday, May 16, 2019.

EVENT: Meeting of the University of California,
Hastings College of the Law Board of Directors
Advancement and Communications Committee

DATE: Thursday, May 16, 2019

PLACE: UC Hastings College of the Law
A. Frank Bray Board Room
198 McAllister Street, 1-Mezzanine
San Francisco, CA 94102

STARTING TIME: 12:30 p.m. or immediately following the Finance Committee Meeting that starts at 10:15 a.m.

This notice is available at the following University of California, Hastings College of the Law website address: <http://www.uchastings.edu/board>

For further information please contact John DiPaolo, Secretary of the Board of Directors, 198 McAllister Street, San Francisco, CA 94102, (415) 565-4850. You are encouraged to inform Mr. DiPaolo of your intent to speak during the public comment period 72 hours in advance of the meeting.

The University of California, Hastings College of the Law subscribes to the Americans with Disabilities Act. If you need reasonable accommodations, please contact the Secretary's Office by 10 a.m. on Tuesday, May 14, 2019.



**UNIVERSITY OF CALIFORNIA
HASTINGS COLLEGE OF THE LAW**

**ADVANCEMENT & COMMUNICATIONS COMMITTEE
MEETING AGENDA**

Thursday, May 16, 2019 at 12:30 p.m.
UC Hastings College of the Law
A. Frank Bray Board Room
198 McAllister Street, 1-Mezzanine
San Francisco, California 94102

1. Roll Call

Chair Courtney Power
Director Don Bradley
Director Tom Gede
Director Mary Noel Pepys
Director Chip Robertson

- | | | |
|-----|-----------------------------------------|-----------|
| 2. | Public Comment | (Oral) |
| *3. | Approval of Minutes – February 21, 2019 | (Written) |
| 4. | Fundraising Update | (Written) |
| 5. | Establishment of New Funds | (Written) |
| 6. | Naming opportunities | (Written) |
| *7. | Change of Fund Name | (Written) |
| *8. | Adjournment | (Oral) |

ADVANCEMENT & COMMUNICATIONS COMMITTEE MEETING

ROLL CALL

May 16, 2018

Meeting Start Time: ____:____pm

Present	Call-In	Absent	
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Chair Courtney Power
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Director Don Bradley
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Director Tom Gede
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Director Mary Noel Pepys
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	Director Chip Robertson

ADVANCEMENT & COMMUNICATIONS COMMITTEE MEETING

PUBLIC COMMENT PERIOD

This item is reserved for members of the public to comment on non-agenda and agenda items.

ADVANCEMENT AND COMMUNICATIONS COMMITTEE MEETING

ACTION ITEM: Approval of Minutes: February 21, 2019



**UNIVERSITY OF CALIFORNIA
HASTINGS COLLEGE OF THE LAW**

**ADVANCEMENT & COMMUNICATIONS COMMITTEE
MEETING MINUTES**

FEBRUARY 21, 2019

1. Roll Call

Director Gede called the meeting to order at 1:30 pm and the Secretary called the roll.

Directors present:

Director Don Bradley
Director Tom Gede
Director Mary Noel Pepys
Director Chip Robertson

Staff present:

Anne Marie Helm, Chief of Staff
Eric Dumbleton, Chief Development Officer
Chancellor & Dean David Faigman

2. Public Comment

(Oral)

Director Gede opened the Public Comment period. Hearing no requests from the public to speak, Director Gede closed the Public Comment period.

***3. Approval of Minutes – November 8, 2018**

(Written)

Director Gede called for the approval of the November 8, 2018 minutes. The minutes were approved as distributed.

4. Updating Branded Materials

(Written)

Presented by Chancellor & Dean David Faigman

Dean Faigman presented a new brand guide. There was discussion of including an action on the agenda for the full board meeting to the effect that the Chancellor & Dean has the authority to

adopt new marketing materials, although the Advancement & Communications Committee was not clear regarding its authority or legal obligation under the circumstances. The Committee approved use of the new branding to the extent their approval was required or desired.

5. Gamechanger Campaign (Written)
Presented by Chief Development Officer Eric Dumbleton

Mr. Dumbleton presented the Gamechanger Campaign, an integrated marketing communications campaign that showcases stories of alumni impact. The campaign aims to further the College's national reputation and improve community cohesion and fundraising efforts.

Milestones of the campaign include a special edition of *UC Hastings Magazine*, a kick-off event at the City Club of San Francisco, a video series and a series of streetpole banners.

6. FY19 Fundraising Progress to Date (Written)
Presented by Chief Development Officer Eric Dumbleton

Mr. Dumbleton presented on fundraising progress for FY19 and highlighted comparisons to previous fiscal years.

7. Fundraising Trends: Past FY Results by Quarter (Written)
Presented by Chief Development Officer Eric Dumbleton

Mr. Dumbleton's report included data on cash gifts, new pledges, pledge payments received, and donor counts.

8. Planned Giving Update: First Newsletter (Written)
Presented by Chief Development Officer Eric Dumbleton

Mr. Dumbleton presented the first ever Legacy Society newsletter, a new effort to steward the College's Legacy Society members.

***9. Adjournment** (Oral)

The meeting was adjourned at approximately 2:24 p.m.

Respectfully submitted,



Leo P. Martinez, Secretary

REPORT ITEM

1. **REPORT BY:** Chief Development Officer Eric Dumbleton

2. **SUBJECT:** Fundraising update: FY19 year-to-date figures

3. **REPORT:** Written

Background:

- A year-to-date look at fundraising totals, including comparisons to the last two fiscal years.

Campaign Comparison Year-to-Date Raised & Received Report

Gift campaign	7/1/2016 to 4/26/2017			7/1/2017 to 4/26/2018			7/1/2018 to 4/26/2019		
	Number of Donors	Total given	Avg given per donor	Number of Donors	Total given	Avg given per donor	Number of Donors	Total given	Avg given per donor
Capital & Facilities	120	\$968,920	\$8,074	96	\$663,136	\$6,908	47	\$1,967,468	\$41,861
Centers & Programs	392	\$1,335,833	\$3,408	412	\$2,135,386	\$5,183	434	\$2,692,653	\$6,204
Clinical Education	7	\$12,250	\$1,750	37	\$13,819	\$373	16	\$5,325	\$333
Dean's Discretionary	0	\$0	\$0	0	\$0	\$0	3	\$305,000	\$101,667
Faculty Chair	3	\$252,066	\$84,022	2	\$6,066	\$3,033	0	\$0	\$0
Faculty Support	4	\$9,600	\$2,400	7	\$38,787	\$5,541	4	\$128,959	\$32,240
Library	1	\$200	\$200	0	\$0	\$0	0	\$0	\$0
Miscellaneous	11	\$21,678	\$1,971	56	\$71,590	\$1,278	276	\$703,899	\$2,550
Scholarships	148	\$1,975,339	\$13,347	151	\$964,750	\$6,389	177	\$633,548	\$3,579
Student Organizations	230	\$62,399	\$271	193	\$46,826	\$243	239	\$62,133	\$260
Unrestricted	986	\$822,606	\$834	1,280	\$1,924,755	\$1,504	1,110	\$739,026	\$666
	1,771	\$5,460,891	\$3,084	2,033	\$5,865,115	\$2,885	2,171	\$7,238,010	\$3,334

REPORT ITEM

1. **REPORT BY:** Chief Development Officer Eric Dumbleton
2. **SUBJECT:** Establishment of new funds
3. **REPORT:** Written

Background:

- Four funds will be presented: Fung Family Tax Law Scholarship Fund; Carmen Estrada '77 Endowed Scholarship Fund; the Walkup, Melodia, Kelly & Schoenberger Scholarship Fund; and the Jeanette M. Acosta '16 Memorial Scholarship Fund. The Walkup Fund is part of a \$1 million commitment made by three members of the firm. \$900,000 is earmarked for the Dean's Discretionary Fund; \$100,000 to establish the scholarship. The Acosta Fund still requires confirmation of final scholarship terms. These are ongoing with the Acosta Family and they are projected to be finalized in time for the full Board meeting on June 7th. Current funds raised for the scholarship fund exceed the minimum required \$100,000 to establish an endowment.

Attachments:

- Carmen Estrada '77 Endowed Scholarship Fund
- Jeanette M. Acosta '16 Memorial Scholarship Fund
- Fung Family Tax Law Scholarship
- Walkup, Melodia, Kelly & Schoenberger Scholarship Fund



Pledge Commitment of

Carmen Estrada
9811 W. Charleston Boulevard, Suite 2-375
Las Vegas, NV 89117

It is with pleasure that I, Carmen Estrada, hereby pledge to the UC Hastings Foundation the amount of \$100,000.00. I would like to designate this gift to create the Carmen Estrada '77 Endowed Scholarship Fund.

I/we would like to fulfill this pledge:

In up to four annual installments as follows:

\$ 25,000 by December 31, 2018
\$ 25,000 by December 31, 2019
\$ 25,000 by December 31, 2020
\$ 25,000 by December 31, 2021

This pledge, governed by the laws of the State of California, cannot be fulfilled by contributions through donor advised funds or charitable gift funds. It is my intention to fulfill this pledge using cash or cash equivalents.

Acknowledgement: (Please provide desired name format)

Please acknowledge me in print, electronic, and other media in this way

N/A

Gift Fee:

To support advancement and alumni relations activities, UC Hastings College of the Law applies a 5% fee to donations received by the school.

Permission to Publicize:

Unless otherwise indicated, I/we hereby give UC Hastings College of the Law permission to announce this commitment in various media and make it known to other potential donors.

Agreed to by:

Name(s): (Please print)

CARMEN ESTRADA

Date:

1/1/2019

Signature(s):

Carmen Estrada



Agreement to Establish The Carmen Estrada '77 Endowed Scholarship Fund

I. Introduction

The purpose of this Agreement is to summarize the mutual understanding of Carmen Estrada (Donor) and UC Hastings College of the Law regarding the establishment of a permanently endowed scholarship fund. This Agreement will be made a part of the College's permanent records and is intended as a guide to those who will administer the fund in the future.

II. Description of the Gift

The Donor intends to contribute \$100,000.00 (one hundred thousand dollars) in cash to establish a permanently endowed fund as described by this document.

The Fund will be made upon the date of full transfer of the \$100,000 from the Donor's Vanguard IRA account to UC Hastings Foundation, which is expected to be made by December 31, 2021, subject to approval by Vanguard.

III. UC Hastings Foundation

UC Hastings Foundation, per its operating agreement with the College, receives gifts on behalf of the College and represents that it is qualified as a charitable organization (tax ID number 23-7135898), for which the Donors are or will be entitled to applicable charitable contribution tax deductions, under the Internal Revenue Code sections 501(c)3.

IV. Purpose and Administration of the Fund

The purpose of this gift is to establish an endowed fund within the College to provide scholarship support to UC Hastings students.

The purpose of the Fund is to provide scholarships, fellowships or awards to UC Hastings students who are first generation U.S. citizens, to the extent permissible under University of California Hastings Policies and California Law.

In the event the College is unable to award an annual scholarship, the Donor agrees that College management may disburse unspent, accumulated payout in future years in accordance with the purpose described above.

The Donor is aware that selection of scholarship recipients must comply with current policy and administrative guidelines of the UC Hastings College of the Law, and that the scholarship fund is subject to approval by the Chancellor and Dean, with subsequent approval by the College's Board

of Directors. The Donor understands that there will be a one-time administrative fee (currently 5 percent) deducted from this gift.

This endowment will be managed by the Board of Directors of the college in accordance with the College's investment and disbursement policies. The Fund may be combined with the College's other assets for investment purposes. The total return earned by the fund, in excess of the annual payout amount provided for expenditure, will be retained to protect the corpus principal from the effects of inflation.

The annual payout portion of the endowment will be managed by the Board of Directors of the College in accordance with UC Hastings policies on current funds.

The Chancellor and Dean may authorize the return of payout to the Fund principal under the following circumstances:

- No UC Hastings student meets the criteria set forth in this agreement for receiving a grant from the Fund;
- When the payout otherwise exceeds annual needs.

In the event that external circumstances make the distribution of the annual payout impossible or impractical, the Donor agrees that the annual payout may be used at the discretion of the Chancellor and Dean for student scholarship purposes.

In the unlikely event that market conditions temporarily drive the Fund's market value below the historic gift value, the Donors authorize the College to apply the payout formula based on its then current spending policy in order to ensure that the Fund provides immediate and consistent benefits to the College, even if application of this formula would result in the Fund balance going below the historic dollar value.

V. Recognition

- The fund will be named "The Carmen Estrada '77 Endowed Scholarship Fund."
- The Donor agrees to allow UC Hastings to publish his/her name(s) in various publications and press releases.

VI. Reporting

UC Hastings College of the Law agrees to provide an annual financial summary report on the Fund to the Donor.

VII. Future Considerations

If the Fund's market value grows and the resulting payout exceeds the needs of original intent of the Fund, the Donor authorizes the Chancellor and Dean to authorize the establishment of an additional

fund(s) using a portion of the Fund principal. Any such additional fund(s) established will bear the name of the Donor and will be administered in accordance with policies and procedures as referenced in Paragraph IV above.

It is the Donor's wish for the Fund to exist in perpetuity. The Donor recognizes that future unforeseen circumstances may alter or eliminate one or more criteria for payout use. In such an event, the Chancellor and Dean shall direct that its principal and income be devoted to purposes that he/she deems to be most consistent with the wishes of the Donor.

VIII. Non-Responsibility of the Regents

The Regents of the University of California, a public corporation, is not a party to nor is financially responsible under this Agreement.

IX. Capitalization

\$95,000 (after 5% gift fee)

X. Miscellaneous

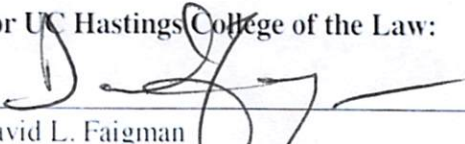
- a. Applicable Law: This gift agreement is executed in and shall be governed by the laws of the state of California.
- b. Amendment: This Agreement may be amended at any time by written agreement signed by each party.
- c. Irrevocable: Except as otherwise provided, this Agreement shall be irrevocable.
- d. Effective date: The effective date of this agreement shall be the date it is fully executed.

For the Donor:


Carmen Estrada

Date 2.14.2019

For UC Hastings College of the Law:


David L. Faigman

Date 4.26.19

UC Hastings College of the Law
FUND TERMS SHEET / ACCOUNT AUTHORIZATION FORM
(To be initiated by the Alumni Center)

Name of Fund	The Carmen Estrada '77 Endowed Scholarship Fund	
Name of Initial Donor(s)	Carmen Estrada "77	
Amount of Initial Gift	\$100,000 (\$25,000/year 12/31/18-12/31/21)	
Fund Purpose	The purpose of the Fund is to provide scholarships, fellowships or awards to UC Hastings students who are first generation U.S. citizens, to the extent permissible under University of California Hastings Policies and California Law	
Special Instructions		
Type of Fund	Class Gift _____ Individual Gift <input checked="" type="checkbox"/> _____	
Type of Fund	Restricted Expendable _____ Unrestricted Expendable _____ Restricted Endowment <input checked="" type="checkbox"/> _____ Unrestricted Endowment _____ (Attach endowment agreement)	
Gift Fee / Overhead	Subject to Gift Fee? Yes <input checked="" type="checkbox"/> No _____ If no, attach document with Dean's waiver.	Subject to Overhead? Yes _____ No _____ Overhead % _____ Attach document to support overhead.
Campaign Description	<input type="checkbox"/> {CapFac} Capital and Facilities <input type="checkbox"/> CenProg} Centers and Programs <input type="checkbox"/> {ClinEd} Clinical Education <input type="checkbox"/> {EndCh} Endowment Chair	<input checked="" type="checkbox"/> {FinAid} Financial Aid <input type="checkbox"/> {Lib} Library <input type="checkbox"/> {Misc} Miscellaneous <input type="checkbox"/> {StuOrg} Student Organization
General Ledger No.	Debit Scholarship Expense Account:	Credit 12/30-38XXX Net Position Object Code: *3100 = Endowment Otherwise 3000
Board authorization required?	_____ No <input checked="" type="checkbox"/> Yes If yes, Resolution Number and Date: If yes, attach a draft of the resolution and memo to Board	
Authorized Signatory	June Sakamoto or Victor Ho	
Donor Steward	Carmen Estrada	
Fund Steward		
Review	Alumni Center: _____ General Counsel: _____ Fiscal Services: _____	
Scanned to Shared Drive	By: _____	Date: _____



Agreement to Establish Jeanette M. Acosta '16 Memorial Scholarship Fund

I. Introduction

The purpose of this Agreement is to summarize the mutual understanding of Frank Acosta (Family representative) and UC Hastings College of the Law (College) regarding the establishment of an endowed fund. This Agreement will be made a part of the College's permanent records and is intended as a guide to those who will administer the Fund in the future.

II. Purpose and Administration of the Fund

The scholarship will serve as a memorial to inspire future generations of law students at UC Hastings College of the Law. The La Raza Law Students Association launched this scholarship fund raising effort in April 2018. Jeanette Acosta '16 passed away on December 18, 2017 after a valiant year-long battle with cervical cancer. Jeanette had a tremendous spirit and impacted and inspired individuals through her unconditional love and support of others.

All monies in the fund will be distributed based on the criteria outlined in this Agreement, and per the schedule below.

This Fund will be administered by the Senior Assistant Dean of Enrollment Management and in conjunction with the Acosta family.

The Fund is subject to approval by the Chancellor and Dean, with subsequent approval by the College's Board of Directors. The Family representative understands that there will be a one-time administrative fee (currently 5 percent) deducted from this gift.

Monies in the Fund will be managed by the Board of Directors of the College in accordance with the College's investment and disbursement policies. The Fund may be combined with the College's other assets for investment purposes.

In the event that external circumstances make distributions impossible or impractical, the Family representative agrees that the Fund may be used at the discretion of the Chancellor and Dean.

III. Reporting

UC Hastings College of the Law agrees to provide an annual financial summary report on the Fund to the Family representative.

IV. Future Considerations

It is the Family representative's wish for the Fund balance to be distributed on a current-use basis in accordance with the policies and procedures as referenced in Paragraph II above.

V. Non-Responsibility of the Regents

The Regents of the University of California, a public corporation, is not a party to nor is financially responsible under this Agreement.

VI. Miscellaneous

- a. Applicable Law: This gift agreement is executed in and shall be governed by the laws of the state of California.
- b. Amendment: This Agreement may be amended at any time by written agreement signed by each party.
- c. Irrevocable: Except as otherwise provided, this Agreement shall be irrevocable.
- d. Effective date: The effective date of this Agreement shall be the date it is fully executed.

For the Family representative:

For UC Hastings College of the Law:

Frank X. Acosta

David L. Faigman
Chancellor & Dean

Date _____

Date _____

EXHIBIT A



Pledge Commitment of

***Jennifer W. Fung '18 & Adrian Fung
575 28th Street
San Francisco, California 94131***

It is with pleasure that the undersigned, *Jennifer W. Fung and Adrian Fung*, hereby pledge to the UC Hastings Foundation the amount of **\$105,263.16**, provided the availability of company match funds as specified below. We would like to use this gift to establish ***The Fung Family Tax Law Scholarship Fund***.

We would like to fulfill this pledge:

By special arrangement as described here:

In up to four installments as follows:

\$26,315.79 by 12/31/2018 (Year 1)

\$26,315.79 by 12/31/2019

\$26,315.79 by 12/31/2020

\$26,315.79 by 12/31/2021

In Year 1, \$19,500 of our annual \$26,315.79 pledge will be received in the form of a company match from Walmart, Inc. In subsequent years, \$19,736.84 of our annual \$26,315.79 pledge payment will be received in the form of a company match from Walmart, Inc.

Acknowledgement:

Please acknowledge us in print, electronic, and other media in this way:

Jennifer W. Fung '18 and Adrian Fung

Permission to Publicize:

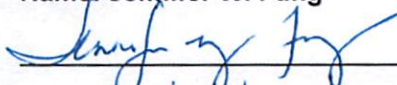
Unless otherwise indicated, we hereby give UC Hastings College of the Law permission to announce this commitment in various media and make it known to other potential donors.

Gift Fee:

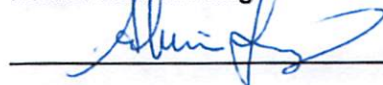
To support advancement and alumni relations activities, UC Hastings College of the Law (as with other UC and CSU institutions) deducts 5% from all donations received by the school.

Agreed to by:

Name: Jennifer W. Fung


Date: 12/29/2018

Name: Adrian Fung


Date: 12/29/2018



Agreement to Establish *The Fung Family Tax Law Scholarship Fund*

I. Introduction

The purpose of this Agreement is to summarize the mutual understanding of Jennifer W. Fung and Adrian Fung (Donor) and UC Hastings College of the Law (College) regarding the establishment of a current use fund, *The Fung Family Tax Law Scholarship Fund* (Fund). This Agreement will be made a part of the College's permanent records and is intended as a guide to those who will administer the Fund in the future.

II. Purpose and Administration of the Fund

The purpose of this Agreement is to establish a Fund within the College to provide scholarship support for the retention of 2L and 3L UC Hastings students pursuing a declared concentration in tax law.

The monies in the Fund will be funded pursuant to the terms in that Pledge Commitment of Jennifer W. Fung '18 and Adrian Fung, dated December 29, 2018, which is attached and incorporated as Exhibit A.

All monies in the Fund will be distributed based on the criteria outlined in this Agreement, and per the schedule below.

1. The Fund will annually distribute two (2) ten thousand-dollar (\$10,000) scholarships for academic excellence in tax law.
2. The Fund will annually distribute one (1) five thousand-dollar (\$5,000) scholarship for excellence in contribution to the sense of community and camaraderie among the tax law concentrators at UC Hastings.

The Fund will be administered by the UC Hastings tax law faculty.

The Fund is subject to approval by the Chancellor and Dean, with subsequent approval by the College's Board of Directors. The Donor understands that there will be a one-time administrative fee (currently 5 percent) deducted from this gift.

Monies in the Fund will be managed by the Board of Directors of the College in accordance with the College's investment and disbursement policies. The Fund may be combined with the College's other assets for investment purposes.

In the event that external circumstances make distributions impossible or impractical, the Donor agrees that the Fund may be used at the discretion of the Chancellor and Dean.

III. Reporting

UC Hastings College of the Law agrees to provide an annual financial summary report on the Fund to the Donor.

IV. Future Considerations

It is the Donor's wish for the Fund balance to be distributed on a current-use basis in accordance with the terms, policies and procedures as referenced in Paragraph II above.


V. Non-Responsibility of the Regents

The Regents of the University of California, a public corporation, is not a party to nor is financially responsible under this Agreement.

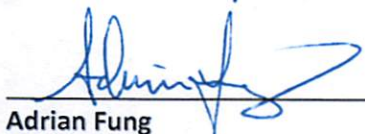
VI. Miscellaneous

- a. Applicable Law: This gift agreement is executed in and shall be governed by the laws of the state of California.
- b. Amendment: This Agreement may be amended at any time by written agreement signed by each party.
- c. Irrevocable: Except as otherwise provided, this Agreement shall be irrevocable.
- d. Effective date: The effective date of this Agreement shall be the date it is fully executed.

For the Donor:

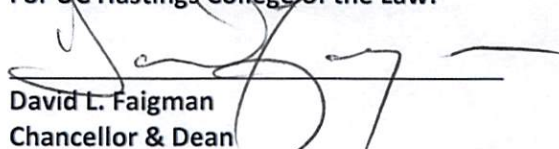

Jennifer W. Fung

Date 12/29/2018


Adrian Fung

Date 12/29/2018

For UC Hastings College of the Law:


David L. Faigman
Chancellor & Dean

Date 4.26.19

UC Hastings College of the Law
FUND TERMS SHEET / ACCOUNT AUTHORIZATION FORM
(To be initiated by the Alumni Center)

Name of Fund	The Fung Family Tax Law Scholarship Fund	
Name of Initial Donor(s)	Jennifer W. Fung and Adrian Fung	
Amount of Initial Gift	\$105,263.16 (\$26,315.79/year – 12/31/18-12/31/2021)	
Fund Purpose	The purpose of this Fund is to provide scholarship support for the retention of 2L and 3L UC Hastings students pursuing a declared concentration in tax law.	
Special Instructions	1. The fund will annually distribute two (2) ten thousand-dollar (\$10,000) scholarships for academic excellence in tax law. 2. The Fund will annually distribute on (1) five thousand-dollar (\$5,000) scholarship for excellence in contribution to the sense of community and camaraderie amount the tax law concentrators at UC Hastings.	
Type of Fund	Class Gift _____ Individual Gift <u> X </u>	
Type of Fund	Restricted Expendable <u> X </u> Unrestricted Expendable _____ Restricted Endowment _____ Unrestricted Endowment _____ (Attach endowment agreement)	
Gift Fee / Overhead	Subject to Gift Fee? Yes <u> X </u> No ____ If no, attach document with Dean's waiver.	Subject to Overhead? Yes ____ No ____ Overhead % _____ Attach document to support overhead.
Campaign Description	<u> </u> {CapFac} Capital and Facilities <u> </u> {CenProg} Centers and Programs <u> </u> {ClinEd} Clinical Education <u> </u> {EndCh} Endowment Chair	<u> </u> {FinAid} Financial Aid <u> </u> {Lib} Library <u> </u> {Misc} Miscellaneous <u> </u> {StuOrg} Student Organization
General Ledger No.	Debit Scholarship Expense Account:	Credit 12-38XXX Net Position Object Code: *3100 = Endowment Otherwise 3000
Board authorization required?	<u> </u> No <u> X </u> Yes If yes, Resolution Number and Date: If yes, attach a draft of the resolution and memo to Board	
Authorized Signatory	June Sakamoto or Victor Ho	
Donor Steward	Jennifer W. Fung and Adrian Fung	
Fund Steward		
Review	Alumni Center: _____ General Counsel: _____ Fiscal Services: _____	

Scanned to Shared Drive

By:

Date:

October 2014 – D. Tran



FUNDING PROPOSAL TO NAME THE
WALKUP, MELODIA, KELLY & SCHOENBERGER
CLASSROOM
AND TO ESTABLISH THE
WALKUP, MELODIA, KELLY & SCHOENBERGER SCHOLARSHIP FUND

UC Hastings College of the Law - Overview

UC Hastings College of the Law was built on a tradition of excellence. For 140 years, in the heart of San Francisco, the College has produced change-makers, thought-leaders, and some of the country's sharpest legal minds. From our founding in 1878, to the legendary 65-Club, to the upcoming transformation of our urban campus, UC Hastings is a storied and formidable institution. Our rich history includes 21,000+ alumni and consists of judges, law firm founders and partners, academics, entrepreneurs, and local and national elected officials.

UC Hastings is poised to build on that history for the next 100+ years – for our students, for the College, and for you. But to build on the momentum we have established, we need our community and stakeholders to be engaged like never before. Together, we can build on our foundation of excellence and restore UC Hastings to national prominence.

Supporting the Dean's Key Priorities and Student Recruitment & Retention

A gift of \$900,000 to the UC Hastings Fund is invaluable as it affords Chancellor & Dean David Faigman the flexibility to quickly and strategically direct funds to high impact areas and initiatives on an as-needed basis.

An additional gift of \$100,000 will allow for the establishment of a named, current-use scholarship fund. These funds will be used to support both incoming and returning students – funds that immediately enhance our position in a fiercely competitive marketplace for the best and brightest. Scholarship support/net cost of attendance is

a top three consideration (along with location and ranking) for prospective students. Additionally, top performing 1Ls are aggressively sought after by higher ranked schools. Since implementing a retention scholarship effort two years ago, we have seen a dramatic decrease in the transfer-out rate across the board and among our highest achievers.

Gift Details

Timing

The gift may be one-time or pledged over a set number of years.

Designation of Funds

- \$900,000 to the UC Hastings Fund (Dean's Discretionary)
- A gift of \$100,000 to establish the *Walkup, Melodia, Kelly & Schoenberger Scholarship Fund*

UC Hastings Fund - Dean's Discretionary

1. Funds will be directed to the highest need and greatest impact areas as determined by the Chancellor & Dean.

Current-use Scholarship

2. Funds will be utilized strategically to attract and enroll incoming students and/or to retain top 1L academic performers.

Target Outcomes

- Increase average metrics for incoming students.
- Increase the retention rate of top 1L academic performers.
- Enroll and retain students who, statistically, have a greater likelihood of passing the bar and gaining J.D. required employment upon graduation.
- Lower the net cost of attendance for students.
- Continue to build a pool of funds to be utilized per the Dean's discretion.

Recognition

- Establishment of a current-use scholarship fund: the *Walkup, Melodia, Kelly & Schoenberger Scholarship Fund*
- Naming rights to the large, main level classroom in the new academic building located at 333 Golden Gate Avenue. Expected completion, December 2019.

College Leadership
UC Hastings College of the Law

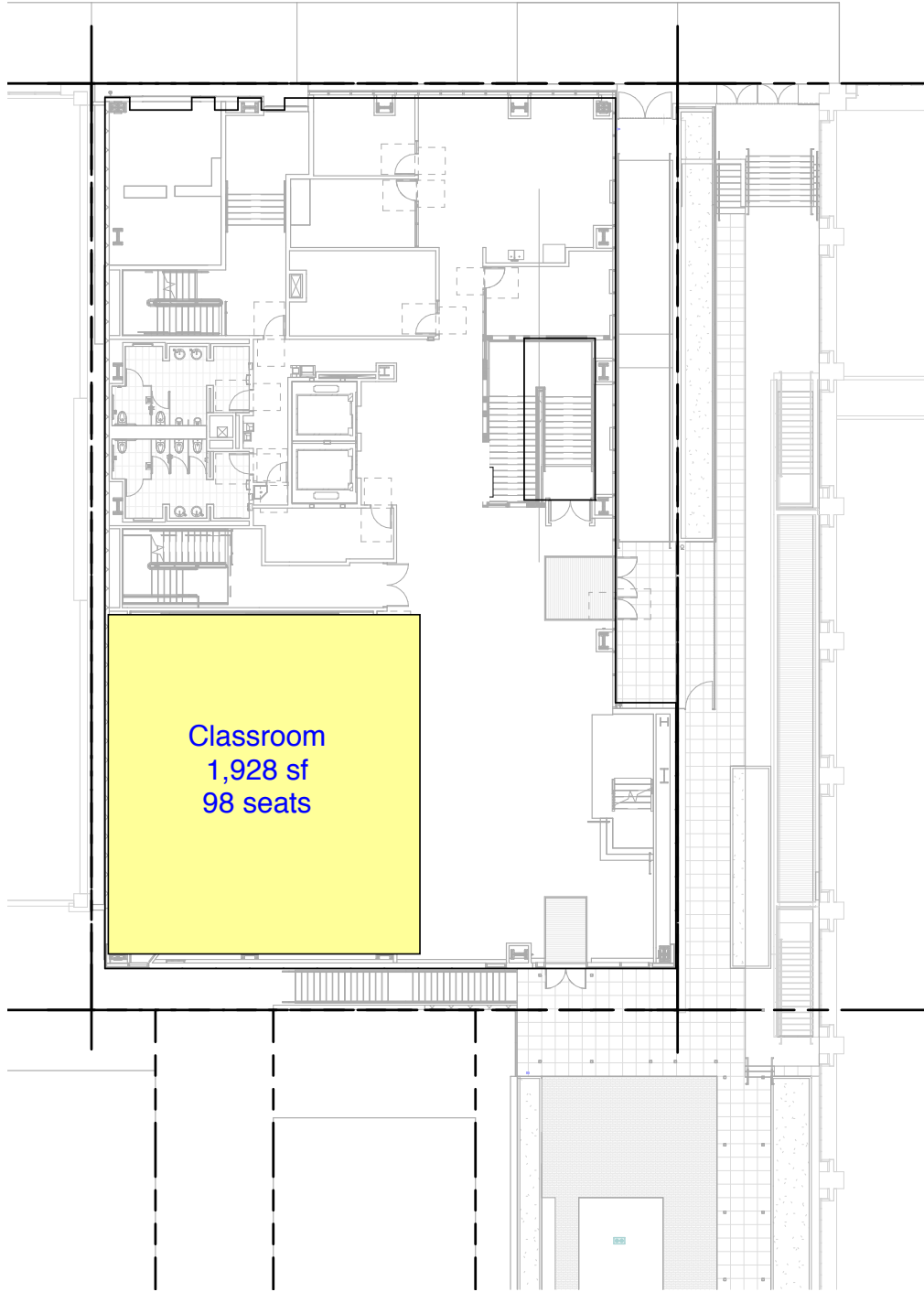
Chancellor & Dean and John F. Digardi Distinguished Professor of Law David L. Faigman (BA, State University of New York, College at Oswego; MA, University of Virginia; JD, University of Virginia) also holds an appointment as Professor in the School of Medicine (Department of Psychiatry) at UCSF. Faigman clerked for the Honorable Thomas M. Reavley, U.S. Court of Appeals for the Fifth Circuit. Faigman was the founding faculty director of the UCSF/UC Hastings Consortium and oversaw its development from 2009 through 2014. He is the author of over 50 articles and essays, and has published in a variety of outlets, including the *Chicago, Virginia, Pennsylvania* and *Northwestern* law reviews, *Science, Sociological Methods & Research* and *Nature Reviews Neuroscience*. He is also the author of three books, *Constitutional Fictions: A Unified Theory of Constitutional Facts* (Oxford, 2008), *Laboratory of Justice: The Supreme Court's 200-Year Struggle to Integrate Science and the Law* (Henry Holt & Co. 2004) and *Legal Alchemy: The Use and Misuse of Science in the Law* (W.H. Freeman, 1999). In addition, Faigman is a co-author/co-editor of the five-volume treatise *Modern Scientific Evidence: The Law and Science of Expert Testimony* (with Cheng, Mnookin, Murphy Sanders & Slobogin). The treatise has been cited widely by courts, including several times by the U.S. Supreme Court.

Faigman was a member of the National Academies of Science panel that investigated the scientific validity of polygraphs, is a member of the MacArthur Law and Neuroscience Network and served as a Senior Advisor to President Barack Obama's Council of Advisors on Science and Technology's Report, "Forensic Science in Criminal Courts: Ensuring Scientific Validity of Feature-Comparison Methods."

Academic Dean and Professor of Law Morris Ratner (BA, Stanford University 1988; JD, Harvard Law School 1991) teaches civil procedure, legal ethics, and the business of law practice, and produces scholarship at the intersection of those fields. He joined the UC Hastings Faculty in 2012 after teaching at Harvard Law School as a visiting lecturer and then as a visiting assistant professor from 2009 to 2011.

Ratner was a litigator at the San Francisco-based plaintiffs' firm Lieff, Cabraser, Heimann & Bernstein, LLP, where he was a partner for ten years and where he prosecuted product liability, environmental, mass personal injury, consumer, and human rights actions. Among other high-profile matters, Ratner prosecuted and settled Holocaust-era slave labor, looted asset, dormant bank account and unpaid insurance claims against European companies, producing global settlements in those cases worth more than \$7.5 billion.

WALKUP, MELODIA, KELLY & SCHOENBERGER
CLASSROOM



LEVEL 02 **02**
SCALE: 1/16" = 1'-0"

REPORT ITEM

1. **REPORT BY:** Eric Dumbleton, Chief Development Officer

2. **SUBJECT:** Naming right: Naming of the main classroom space in
the new 333 Golden Gate Avenue building.

3. **REPORT:** Written

Background:

- Three members of the Walkup, Melodia, Kelly & Schoenberger firm have collectively committed \$1 million to support UC Hastings. The donors were presented a naming opportunity in the new academic building. They selected to name the main, lobby level classroom space. To date, \$280,000 in cash has been received.



UC Hastings Law
SAN FRANCISCO

NAMING OF THE *WALKUP, MELODIA, KELLY & SCHOENBERGER CLASSROOM*
AND
ESTABLISHING THE *WALKUP, MELODIA, KELLY & SCHOENBERGER SCHOLARSHIP FUND*

Three members of the Walkup, Melodia, Kelly & Schoenberger firm – Matt Davis, Mike Kelly, and Rich Schoenberger – have made a collective commitment of \$1 million to support UC Hastings Law. The gift will be used to support the Dean’s Discretionary Fund (\$900,000) and to establish a current-use scholarship (\$100,000). To date, \$280,000 has been received.

The agreement grants to the firm naming rights to the main classroom in the new academic building at 333 Golden Gate Avenue. The classroom is proposed to be called the *WALKUP, MELODIA, KELLY & SCHOENBERGER CLASSROOM*.

The agreement also calls for the establishment of the *WALKUP, MELODIA, KELLY & SCHOENBERGER SCHOLARSHIP FUND*. The specific scholarship criteria is to be determined.

ACTION ITEM

1. **REPORT BY:** Eric Dumbleton, Chief Development Officer

2. **SUBJECT:** Changing the name of the Pfaff Trial Lawyer
Scholarship

3. **REPORT:** Written

Background:

- Bruce Pfaff, donor to and establisher of the Pfaff Trial Lawyer Scholarship submitted a request to change the name of the scholarship. He would like the new fund name to be Pfaff, Gill & Ports Trial Lawyer Scholarship. A copy of the donor's request made via email is included.



UC Hastings Law
SAN FRANCISCO

RENAMING OF THE *PFAFF TRIAL LAWYER SCHOLARSHIP*

Bruce Pfaff '79, establisher of the existing Pfaff '79 Trial Lawyer Scholarship, has requested that the scholarship be renamed to include the name of his entire firm. No other changes to the existing scholarship terms have been requested or proposed.

"Pfaff Trial Lawyer Scholarship" (ORIGINAL)

This restricted expendable fund was established in 2014. The current use funds are used to support outstanding students at UC Hastings who are dedicated to pursuing careers as civil trial lawyers.

"Pfaff, Gill & Ports Trial Lawyer Scholarship" (PROPOSED NEW NAME)

Outside of the name change, this restricted expendable fund will remain as is.

Dear Alex,

I would appreciate if you could change the name of this scholarship to "Pfaff, Gill & Ports Trial Lawyer Scholarship." Would that be OK on your end?

Bruce R. Pfaff

PFAFF, GILL & PORTS, LTD.

TRIAL LAWYERS

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ADVANCEMENT AND COMMUNICATIONS COMMITTEE MEETING

ACTION ITEM: Meeting adjourned at ____:____ p.m.